



AREA  
V

# minute news

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## AREA V ADVISORY COUNCIL...

at its Annual Meeting, held Tuesday evening, November 9, elected as Chairman for the coming term Liston A. Witherill. Mr. Witherill, who has been Vice Chairman for the past two years and a member of the Council since inception of the Program in 1966, is Chief Deputy Director of Los Angeles County Department of Hospitals.

Named as Vice Chairman of the Council was Wilson Mizener, M.D., a member of the Council since 1968--one of three physicians representing Los Angeles County Medical Association--is an orthopedic surgeon practicing in Alhambra.

Mrs. Myrtle Silver, formerly Director of Medical Social Work with the L. A. County Department of Hospitals, and Clifton O. Dummett, D.D.S., representing Southern California Dental Association and the USC School of Dentistry, were reappointed to the Executive Committee of the Council. Replacing Chester A. Rude and Dr. Raymond M. Kay on the Executive Committee will be Robert J. Schroeder, D.V.M., County Veterinarian and Robert J. Thomas, who represents Blue Cross of Southern California on the Council.

Franz K. Bauer, MD, Dean of USC School of Medicine, presented retiring Chairman Chester A. Rude with a Certificate of Appreciation for his work with the Council since 1966, and commended him for "gentle but effective leadership." Dean Bauer also read a letter of thanks and congratulations to Mr. Rude from Roger O. Egeberg, M.D., Special Assistant for Health Affairs to the Secretary of Health, Education, and Welfare. Mr. Rude will continue with the Council as a member-at-large.

A Certificate of Appreciation for his contribution to the progress of the AREA V program was also given to William A. Markey, who leaves the post of Deputy Director of AREA V on November 30 to become Administrator of the Health Care Agency of San Diego County.

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The Council unanimously approved the recommendations of the Nominating Committee that membership be expanded to include representation from the Los Angeles County Chapter of the National Association of Social Workers, the California Teachers Association of Southern California, the Faculty Association of Community Colleges, the Japanese American community, the Chinese American community, with increased representation from the East Los Angeles community.

The Nominating Committee was empowered to request minority representation from organizations, and to specify that representatives be persons who are in some way knowledgeable about, related to, or interested in the health field. It was also given the authority to review membership on the Council annually, and to make recommendations regarding continuance based on attendance and performance of members. Organizations represented on the Council may re-appoint current representatives, subject to annual review; but if a change is made, as in the case of new organizations, three names must be submitted to the Nominating Committee.

Mr. Paul D. Ward, Executive Director of the California RMP, addressed the Council on The RMP in Your Future, describing the Program as "an opportunity to anticipate the future." The development of Area Health Education Centers --even before the Bill has been passed--was encouraged because "continuing education and other aspects of keeping the health team up-to-date and up to par are right down our alley." Mr. Ward stated "We also want to move forward in the intelligent use of the developmental component so that we can create projects that are meaningful in the involvement of both providers and consumers." He urged increased regionalization of services but said there must be high utilization of every bit of effort, and the greatest return possible on the dollar.

The Annual Meeting also featured a panel discussion on the topic of opportunities for improvement in the areas of health manpower and health care delivery that exist between RMP and COMP. Panelists Paul D. Ward, Donald F. Brayton, M.D., Coordinator of Area IV RMP (UCLA) and Albert V. Whitehall, Executive Director of Comprehensive Health Planning of Los Angeles County, discussed such issues as the most urgent problems needing solution, what activity should be given highest priority, and the most effective ways RMP and COMP can work together in development of HMO's and AHEC's. Donald W. Petit, M.D., Coordinator of AREA V, acted as moderator for the panel and for the open session that followed.

The meeting was attended by 29 of the current 35 Council members, six members of the Professional Advisory Group, and the entire staff of AREA V.

## INCREASED STAFF ASSISTANCE TO HELP COMMUNITY GROUPS...

concerned with developing improved health care services is now possible, states Area V Coordinator Donald W. Petit, MD. Mr. Clyde E. Madden, who will be coordinating the work of the Community Programs staff, states that one of five staff members will be available to work with interested groups in each of the 16 health districts of Area V. Initially the staff will serve as primary contact for areas as shown:

<u>Jane Z. Cohen</u>	Hollywood-Wilshire and Central
<u>Fred D. Hubbard</u>	Pomona, Monrovia
<u>Clyde E. Madden</u>	San Fernando (Antelope Valley), San Antonio, Bellflower
<u>Teri P. Moreno</u>	East L.A., Northeast L.A., Alhambra, El Monte, Whittier
<u>Gail M. White</u>	Southwest, East Valley, Glendale, Pasadena

Mrs. Cohen will continue as liaison with the American Indian free clinics, and with the Southern California Council of Free Clinics; Mrs. White with the Chinese Free Clinic; and Mr. Madden with the Social Workers Consulting Panel.

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Miss Teri P. Moreno, MSW, is a new Assistant Coordinator with AREA V, having joined the staff on Nov. 15. In addition to working with community organizations as noted above, she will act as liaison with governmental agencies with the L.A. Model Cities, OEO, etc. Miss Moreno was a Social Case Worker with the L.A. Dept. of Public Social Services since 1966, and prior to that, was a teacher in various elementary schools in Northern and Southern California. She received her BA from College of the Holy Name, and her Masters in Social Welfare from UCLA.

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MINORITY HEALTH MANPOWER EDUCATION (LOS ANGELES EAST) moved steadily ahead Nov. 11 when the Steering Committee met at ELA College, under the chairmanship of George A. Wistreich, PhD. The concerns with minority recruitment and retention, as identified at previous meetings, were placed into eight classifications, each of which will be assigned to a task force. The recommendations of the committee will be presented for review and approval at a general meeting to be held Dec. 2, at which time members will be invited to participate on the task force of their choice. Organizations represented at the meeting included: Visiting Nurse Assn.; LA City College; LAC Health Dept.; East LA College; Northeast Health Center; Downey Unified School District; Model Cities; ELA Health Task Force; ELA Mental Health Services; ELA Retarded Childrens Assn.; ELA Child & Youth Clinic; ELA Chicano Mental Health Training Center; LAC/USC Medical Center; USC School of Medicine; Community Health Foundation of ELA; Nat'l Medical Assn. Foundation; Joint Health Venture; LA Unified School Dist.; Santa Fe Memorial Hosp. Area V staff Dorothy Anderson, Elias Chico, and Kay D. Fuller attended.

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